

FOR ANY ADVERTISER WHO MAY BE PRINTING SHELF TALKERS, THERE ARE THE SPECIFICATIONS:

- Paper: 10 or 8 pt. Card stock
- Size: Must match the standard size used by TDS, including center cut and hole, and 2 creases at beginning of flap.
- Glue: Permanent adhesive "strong enough to require tearing of shelf talker in order to remove it" extending in 3/4" band across entire width of flap. Two brands that we use are "Superstick" and "Product 1484".

WE MUST APPROVE COPY AND DESIGN BEFORE THE SHELF TALKERS ARE PRINTED. If you need any further information, please let me know.

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